

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KCCI

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

<u>Call Sign</u> KCCI	Channel Numbers Analog 8 <input checked="" type="checkbox"/> Digital 31 <input checked="" type="checkbox"/>	Community of License			
		City	State	County	Zip Code
		Des Moines	IA	Polk	50309
Licensee Des Moines Hearst-Argyle Television, Inc.					
Above, circle the Channel Number(s) to which this form applies.		Nielsen DMA Des Moines- Ames	World Wide Web Home Page Address www.kci.com		

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
33710		02/01/14

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

255

Total 5:00 a.m. to 1:00 a.m. CSTs

3

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

31

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

n/a

Total 6:00 p.m. to 11:35 p.m. CSTs

n/a

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

64

Total 5:00 p.m. to 10:35 p.m. CSTs

1

Comments (add additional sheets where necessary):

Pursuant to DA 08-757, the reporting period covered by the instant report only includes one day, March 31, 2008. Nonetheless, this report provides information about voluntary measures taken by the Station prior to the effective date of the applicable rule.

During 1Q 2008, KCCI aired the following DTV Education spots, provided to broadcast stations by the NAB. These PSA spots were developed by the NAB to provide public awareness and information on various facets of the 2009 DTV Transition, as part of the NAB's DTV Action campaign.

"DTV Answers" :30 & :15 received 12/18/07
"The Future Is Here" :30 & :15 received 2/15/08
"Digital is In the Air" :30 & :15 received 2/15/08
"Just A Box" :30 & :15 received 2/15/08

[More information on these NAB spots is available at
http://www.dtvanswers.com/dtv_30spots.html and
<http://www.dtvanswers.com/actionsspots/>]

Ticker/Crawl copy aired by KCCI in was as follows:

DTV ADVISORY: "On February 17, 2009, full-power analog broadcasting will end, and analog-only televisions may lose the signal being viewed unless the viewer takes action, such as obtaining a converter box. Analog-only TVs should continue to work as before with cable and satellite TV services, game consoles, VCRs, DVD players, and similar products. Viewers may get more information at www.dtv2009.gov -- or by calling 1-888-DTV-2009"

In addition, KCCI aired the following :30 DTV PSA's on its Digital "Weather Now" subchannel (31-2) during 1Q 2008:

5:00am-1:00am = 1,536 :30 spots;

6:00am-9:00am = 309 :30 spots;

5:00pm-10:35pm = 489 :30 spots.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0 *Graphic Displays*

0 *Animated Graphics*

0 *Graphic and Audio Displays*

0 *Longer Form Reminders*

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

1/1/08 5PM News Story: "DTV Coupons Available Soon";
[:30 sec.];

1/6/08 Late News/Lead Story: "Easing Confusion over DTV
Transition [2 min.];

1/7/08 6am News Story: "DTV Coupons Available
Beginning Tomorrow" [1 min.];

1/19/08 8am Newsmaker Interview: "KCCI Asst. Chief
Engineer Chris Wilde explains DTV Transition issues, Pt.
1" - [4 min.];

1/20/08 6am Newsmaker Interview: "KCCI Asst. Chief
Engineer Chris Wilde explains DTV Transition issues, Pt.
2" - [4 min.];

2/22/08 6PM News Story: "DTV Info/Disposing of Old TV's"
[2 Min.];

3/3/08 10PM News Story" "DTV Coupons Arriving" [:30
sec.];

3/31/08: 5pm News Story: "FCC-required DTV Spots &
Crawls Beginning Today, (w/KCCI Ops. Mgr. Bob Day)"
[2:15];

3/31/08: 6pm News Story: "FCC-required DTV Spots &
Crawls Beginning Today, (w/KCCI Ops. Mgr. Bob Day)" [1
min.].

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

Web Story: "Digital TV Consumer Web Site
Launches/Transition From Analog To Take Place In 2009"
POSTED: Since 10/16/07

Homepage "Countdown To Digital" Calendar, + link to web
info page: "Digital Television Transition" since 12/31/07

Web Story: "Digital Television Converter Box Information"
POSTED since 12/31/07

Web Story: "What is Digital Television? (DTV)" POSTED since 12/31/07

Web Demonstration: "What Makes HDTV Special?" since 12/31/07

Web Video: "FAQ: Your TV And HDTV" with KCCI Asst. Chief Engineer Chris Wilde, POSTED since 1/21/08.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):
KCCI Asst. Chief Engineer Chris Wilde has done the following DTV Education speaking engagements for KCCI:

3/8/08 @ Holy Trinity Lutheran Church, Ankeny, IA;
3/10/08 @ Buena Vista University, Storm Lake, IA (via conference call);
3/27/08 @ Des Moines Rotary Club, Des Moines, IA

KCCI Chief Engineer Steve Houg has done the following DTV Education speaking engagements for KCCI
2/24/08 (2) @ Cumming Community Church, Cumming, IA.

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)

Comments (add additional sheets where necessary):
Numerous personal responses to viewer e-mail and phone inquiries regarding DTV conversion concerns, by Steve Houg, KCCI Chief Engineer.
Chris Wilde, KCCI Asst. Chief Engineer;
Bob Day, KCCI Operations Manager.

Many of these viewers were forwarded a copy of the "KCCI and Digital TV FAQ" handout, authored by Chris Wilde.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing Robert L. Day	Typed or Printed Title of Person Signing
Signature <input checked="" type="checkbox"/>	Date 04/10/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

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